

NUUO Retail Vertical Solution Guide

Shrinkage remains the No. 1 problem the retailers are facing. This issue becomes severer in the uncertain economic situation. Retailers' revenue loss has eaten a noticeable percent of retail sales. Shoplifters and employee theft are the top two sources of the revenue shrinkage. As smaller margin hurts everyone from the small business owners to the international retail chains, retailers start to pursue higher security level to guard their profit and assets.



In addition to decreasing shrinkage, NUUO understands retail surveillance needs and offers the recording solution tailored to any types of retail projects. In this article, the retail requirements and the benefits from using NUUO solution will be discussed in four categories: Decrease Shrinkage, Provide Safety and Security, Enhance Operation and Management, and Business Intelligence.

Choosing Right Tools, Bettering the Work

NUUO solution covers various types of retail projects. Here we can find the most suitable recording solution from a comprehensive lineup for big-box retailers, retail chains, small retails, and shopping malls.

Big-box Retail Chain

Big-box Retail Chains, such as supermarkets and warehouse retailers, are often with multiple stores and each store with around 200 channels. NUUO CMS (Central Management System), which centrally manages multiple NUUO Mainconsole recording servers, is suggested for this big scale project. NUUO Mainconsole provides features of I/O, Video Analytics, LPR (License Plate Recognition) integration to detect and respond to the events on time. Also, the POS integration helps to enhance the management to monitor and highlight the unusual transaction data.

Retail Chain

Retail Chains are like chained convenience stores and restaurants. While usually having multiple stores, the size of each store is rather limited to around 24 channels. Due to the limited size of stores, the compact and simple NUUO NVRmini 2 recorder is suggested. When Video Analytics is needed, the solution is NUUO Mainconsole. Both NUUO NVRmini 2 and NUUO Mainconsole can be centrally managed by NUUO free central monitoring software, Remote Live Viewer, up to 128 channels.

Small Retail

Small Retailers refer to small independent stores, for examples, fashion boutiques or laundry stores. Its business scale ranges in single store and around 16 channels in each store. NUUO NVRmini 2 suits this type of retail for its ease to get started and tiny size. The events from I/O and POS can be detected and notification can be sent to the mobile phone to help the business owner to be aware of the status in the store.

Shopping Malls

Shopping malls and spaces with high ceilings or wide area to monitor are required to see the big picture. NUUO Titan NVR handles megapixel and HD recording from cameras mounted up high with the fastest performance thanks to its 250Mbps throughput. Its 'Image Fusion Technology' helps monitor objects in wide area seamlessly for places like parking lots.

Calculating the Benefits

By choosing the suitable NUUO recording solution, some benefits can be expected:

Decrease Shrinkage

As tackling shrinkage is a top priority for retailers, NUUO recording solution seamlessly integrates with POS systems. By metadata-searching the playback video and comparing the video with the POS transaction data, which is overlaid on the video, sweethearting employee theft can be easily dug out.

By deploying this surveillance solution, it's natural to keep the employees aware and more honest, resulting in an overall higher profit.

Provide Safety and Security

Creating a safe and secure environment for shoppers is always an issue for retailers of any size. By applying I/O devices, video analytics, and LPR at critical areas, such as cashiers, warehouses, and parking lots, NUUO surveillance solution detects and responds to the accidents, theft or robberies efficiently to protect the safety of the retailers' customers and staff. It also stops the business loss.

Enhance Operations and Management

When retailer's business scope includes multiple stores, store managers can save time by watching multiple stores centrally through the Remote Live Viewer or CMS. Instead of shifting between the proprietary interfaces of recorders, management can utilize a single powerful platform.

Along with monitoring video, they can integrate multiple POS servers, access control devices and LPR systems. Customers can do more with less hassle, thanks to a unified platform.

Mobile Monitoring and Notification

No matter where the store manager goes, keeping an eye on the business has never been easier. Should an event occur, the video system will immediately notify the manager by SMS text or email, along with alerting related staff. Peeking into the store is just a swipe away by mobile devices or tablet from anywhere.

Future-Proof Scalability

Network video management covers business requirements from the first store to countless locations worldwide. Smaller installations can start out with NUUO Mainconsole or NUUO NVRmini 2 recorders. Retailers with more sites can opt for NUUO CMS, offering centralized alarm management, advanced e-map, and built-in matrix video walls.

Business Intelligence

Retailers can use video footage not only to watch for a crime, but to serve customers better. Checkout counter footage overlaid with POS transaction data helps identify which products are top sellers or generate the most profit. Knowing what's hot affects shelf placement along with what type of merchandise is prominently displayed. Documenting foot traffic with NUUO Mainconsole can help management adjust staffing levels to accommodate peak times, delivering an improved customer experience.

The Sole Solution to Accompany Your Business Growth

Whatever your retail requirements are, NUUO has you covered. From 10 cameras to more than 500, NUUO Mainconsole Family caters to each retailer with a unique solution. NUUO's industry-grade recording stores all reliable footage on a single platform ready to integrate with 3rd party systems. Retailers can confidently prevent losses with intelligent surveillance. This keeps shoppers and staff safe, and provides insight into customer behavior.

NUUO Mainconsole Family meets the needs of the complete retail spectrum. It frees store management to expand if necessary in the future. For retailers with multiple locations, remote central management is a breeze with NUUO Remote Live Viewer. Once a retailer adds more cameras, the transition to CMS is seamless. NUUO is a one-stop shop for retailers who want to secure their bottom line. Protect your investment by investing in NUUO's retail recording.

For shopping mall customer, refer to NUUO Titan NVR for its 'Image Fusion Technology' and high throughput help the users monitor the wide area lobby with the possibly highest resolution IP cameras to check each detail easily.